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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting ϟ Jan 6

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Vol. 110 No. 1

Broadcasting Jan 6

NRBA and NAB working toward merger
Independents convene in Los Angeles
NBC wins November sweeps

COMING TOGETHER □ Draft agreement to merge National Radio Broadcasters Association into the National Association of Broadcasters has been put forward. **PAGE 59.**

INTV OPENING □ Association of Independent Television Stations begins "Coming of Age" convention in Los Angeles, buoyed by Frazier, Gross & Kadlec study that the best is still to come for the industry. **PAGE 61.**

ON THE TUBE □ Reagan and Gorbachev New Year's Day messages are exchanged and aired on Russian and U.S. television systems. **PAGE 66.**

CONGRESSIONAL REVIEW □ Cable copyright, scrambling and political advertising are among issues Congress may take up in 1986. Already in the works is bill to open Senate to television cameras. Other controversial issues—must carry and the mergers and acquisitions of media companies—may draw attention. **PAGE 66.**

INDEPENDENT CANVASS □ Survey finds top independent operators generally bullish on industry, although escalating programing costs and loss of must carry are causing concern. **PAGE 78.** A rundown of activities for the INTV convention begins on **PAGE 90.** A listing of exhibitors appears on **PAGES 96-122.**

TAKING NOVEMBER □ NBC wins the November sweeps, followed by CBS and ABC. **PAGE 150.**

SHUTTING DOWN □ Odyssey music video programing service goes dark, but new service, Hit Video USA, springs up in its place. **PAGE 160.**

NUMBER 10 □ NBC rides the strength of its Thursday and Saturday night schedules to another ratings victory. **PAGE 164.**

SLOW GOING □ Backlog at FCC for LPTV and translator applications is hurting Television Technology Corp., equipment manufacturer. **PAGE 166.**

THE REAL NUMBERS □ Published reports on state of radio industry come to different conclusions. The industry's exact health seems to depend on definitions of terms. **PAGE 176.**

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LOCAL CAPTIONING □ Two local Boston television stations join in project to closed caption news programing. **PAGE 185.**

PUBLIC PUSH □ NBC-owned television stations embark on project to develop "public service" programing for other owned stations and possibly national syndication. **PAGE 186.**

AFFABLE ANCHORMAN □ NBC-TV's morning weather anchor, Willard Scott, brings a little sunshine to the *Today* show. **PAGE 207.**

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Cablecastings

Deal is done

The spin-off of the Capital Cities Communications Inc. cable division to the Washington Post Co. was completed simultaneously last Friday (Jan. 3) with the closing of the merger (see "In Brief"). The acquisition of the division, which cost $350 million and has been renamed Post-Newsweek Cable Inc., is the largest acquisition "we have made as a company," said Howard Wall, newly named president of the division. At a breakfast meeting with reporters in New York last week, Wall said that Post-Newsweek Cable would not consider any additional major acquisitions until a "substantial portion" of the $350 million being borrowed to acquire the Capcities systems is paid off. (The company is borrowing $100 million from Metropolitan Life and is acquiring another $100 million in Eurodollar financing, with the balance coming from commercial paper.)

Wall said the cable division's goal is to produce roughly a 15% increase in cash flow annually. Wall said that under Capcities, the systems had been producing close to that. The division's 1985 cash flow totaled almost $29 million, on revenues of about $81 million. Post-Newsweek Cable contains 53 systems (112 franchises) in 15 states primarily in the South. Its current basic subscriber count is 354,000. The company also has a sizable cluster of systems in Northern California with almost 85,000 subscribers. Wall said that the MSO had an average basic penetration of between 60% and 70%, compared to an industry average of about 50%, while pay penetration is about 64% (226,000 pay units). He said that the company will continue the rebuild program commenced by Capcities, which will require another $30 million to complete. By the end of 1987, he said, 86% of the company's subscriber base will be in systems with 35 or more channels.

The cable division is based in Bloomfield Hills, Mich. (outside of Detroit). Wall indicated that he will decide later whether to move those headquarters to another location. "I'd think we'd have to look seriously at it," he said.

Wall and Joel Chaseman, president of Post-Newsweek Stations, have joint responsibility for The Washington Post Co.'s interests in the four SportsChannel pay services in New York, Philadelphia, Boston and Chicago. As to expansion there, Wall said: "There are other markets we'd like to be in." But as far as developing program ventures unrelated to sports, he said that was a "low priority" on the company's list.

Wall denied previously published reports that Capcities Chairman Thomas Murphy and Post Co. Chairman Katharine Graham had a long-standing agreement that the latter would have the first opportunity to buy the Capcities cable properties. He described the two as "long-time friends and mutual admirers" who first talked about a deal only after Capcities agreed to buy ABC and spin off the cable division. He said there was no competitive bidding by other parties for the cable systems.

Objection filed

The National Association of Broadcasters waited until the eve of the new year to register its objection at the Copyright Royalty Tribune to Ted Turner's petition that cable systems be allowed to carry Turner's superstation WTBS(TV) Atlanta at reduced compulsory license fees.

"The present rate structure applies uniformly to all stations," the NAB said. "NAB does not believe any facts have yet been presented which would justify initiating a proceeding to consider departing from this fair and sensible approach."

The NAB said it would be difficult to predict what would happen if the CRT set special rates for individual stations. If nothing else, it said, it would "lead cable systems to choose distant signals on the basis of copyright costs, in fundamental conflict with the concept of compulsory licensing. Such a result should be passed on in the first instance by Congress."

And if the CRT did grant the Turner petition, it added, the CRT would be required the consider the impact of "other related issues," notably the elimination of the must-carry rules, on its compulsory license rates.

Joining the crowd

United Video has joined the growing number of cable programers promising to scramble its satellite feeds in 1986 using the M/A-Com Videocipher II scrambling system. Videocipher II, said Jack Riley, manager of market development for United Video, has become the industry's de facto standard.

United Video distributes via satellite three superstations—WGN-TV Chicago, WPIX(TV) New York and KTVT(TV) Dallas-Fort Worth—and a number of audio, text and data services on the subcarriers of the transponders that transmit the superstations. Because of United Video's use of subcarriers, said Riley, scrambling of the transponders' primary signals poses "unique challenges." But, he said, "M/A-Com's engineers have worked closely with our technical staff to resolve those problems. We're confident these difficulties will be overcome."

Riley also said United Video would like to serve the home satellite market, but it must first resolve copyright questions surrounding the delivery of superstations to the home satellite market. He said the issues may be addressed as part of a compromise on copyright reform being worked out between the cable and motion picture industries.

Tops in cable

Superstation WTBS(TV) Atlanta claimed last week that for October, the station had eight of the top-10 regularly scheduled programs on ad-supported cable networks. The two slots not captured by WTBS, it said, went to CBN Cable. The station said the top 10 ranked shows were *Award Theatre*, *Andy Griffith Show* (Sunday, 9:30-10 a.m.), *Sunday Afternoon Movies* and *Beverly Hillbillies* (tied for third), *Andy Griffith Show* (Tuesday-Friday, 6-6:35 p.m.) and CBN's *Wagon Train* (tied for fifth), *World Championship Sports* and *Leave it to Beaver* (tied for seventh), and *Good News* and CBN's *Wild Bill Hickok* (tied for ninth). TBS also said it was switching its original sitcom, *Rocky Road*, from 7-7:30 p.m. on Monday to 5:30-6 p.m. the same evening, effective today (Jan. 6). *Beverly Hillbillies*, which has been in that slot each weekday, will still be carried there Tuesday-Friday. *Mary Tyler Moore* will fill the gap left by *Rocky Road* at 7 p.m. on Monday.

On the block

The single-channel MDS operations in Milwaukee and Minneapolis are on the market at what should be fire-sale prices. The systems belong to Movie Systems Inc. of Des Moines, Iowa. But MSI filed for Chapter 7 bankruptcy on Dec. 13, and the systems are

Chipping away. According to a study of A.C. Nielsen data by the Cabletelevision Advertising Bureau, the viewership of advertiser-supported cable services in pay cable households increased during the 1984-85 television season, while viewing of pay cable services remained about the same and viewing of television stations decreased. The results of the CAB study of pay cable homes is summarized in the chart below. The times shown are for weekly viewing; the sum of the viewing times exceeds total usage because of the presence of more than one television set in some households. CAB also prepared charts for total cable homes and total television homes that show the same viewing trends—up for basic cable, steady for pay and down for broadcasting.

Cable services	1984-1985 time	1984-1985 share	1983-1984 time	1983-1984 share	% change
Ad-supported services	13:47	24	12:33	21	+14
Pay services	10:12	18	10:19	18	NC
Broadcast services					
Network affiliates	29:22	51	31:16	53	−4
Independents	7:14	12	7:35	13	−8
Public	1:30	3	1:28	3	NC
Total usage	57:54		58:39		

item now, at further direction of Fowler, has been relegated to limbo and that no target date is available for when further notice might be issued.

Staff had completed work in 1983 on original proposal, which was introduced more than five years ago (BROADCASTING, Sept. 22, 1980). FCC has approved four drop-ins: Salt Lake City (ch. 13); Charleston, W. Va. (ch. 11); Knoxville, Tenn. (ch. 8), and Johnstown, Pa. (ch. 8). Nine applications were filed for Charleston drop-in, eight for Salt Lake City, 13 for Knoxville and four for Johnstown. In Johnstown, construction permit has been issued. Other cases are still in hearing. ■

Programing

NBC sweeps November sweeps

All networks show improvement over their year-ago standings

Network analysis of the Arbitron and Nielsen diary data from the November sweeps simply confirms what the national overnight ratings reported: NBC is the leading network in prime time, followed by CBS and then ABC. The good news is that affiliates of all three networks on average were either flat or had higher viewing levels than they did a year ago, reversing a trend of network viewing erosion.

An NBC analysis of both the Arbitron (223 markets) and Nielsen (225 markets) diaries shows that NBC was up 10% in household delivery in each service over the November 1984 sweeps. NBC delivered an average of 15,130,000 households per quarter hour in prime time based on Arbitron diaries, and 15,130,000 households based on Nielsen diaries.

NBC said that ABC was up 4% in Arbitron with 13,025,000 households, and CBS was virtually flat compared to a year earlier with 14,257,000 households. In Nielsen, ABC was up 5% with 13,776,000 households, while CBS again was unchanged at 14,696,000 households.

A CBS analysis of 214 Arbitron November 1985 diaries—it did not perform an analysis of the Nielsen diaries—shows that NBC increased its delivery by 11.4% to 15,004,000 households, CBS was up 0.5% to 14,198,000 households, and ABC rose 2.2% to 13,325,000 households.

The CBS analysis also said that combined network viewing increased 4.6% to 42,527,000 households per prime time quarter hour. However, since total U.S. ADI households increased 1.2% over the same period to 86,104,900, the real increase is 3.4%, or 42,011,500 households.

Using data based on 152 Arbitron-defined markets in which each of the networks has an affiliate, CBS said that NBC affiliates were first in 73.5 markets during prime time, CBS in 56 markets and ABC in 22.5 markets. In second place, CBS had 52.5 markets, ABC 54 markets and NBC 45.5 markets. Third place saw ABC in 75.5 markets, CBS 43.5 markets and NBC 33 markets.

That compares with 47 first-place finishes for NBC in 1984, 76.5 for CBS and 24.5 for ABC (In the case of a two-way tie, each affiliate was awarded half a point).

NBC's analysis of the Arbitron markets had NBC ranked first in 99 markets, 28 more than a year ago. CBS led in 83, down 21 markets, and ABC was first in 41 markets, two less than the year before. In Nielsen, NBC was first in 101 markets, up from 74 a year ago, compared to CBS which had 77, down 24, and ABC, which stayed the same at 40 .

According to CBS's analysis of Arbitron data, NBC increased its delivery of homes among 76% of its affiliates (134 markets), ABC increased among 60% of its affiliates (108 markets) and CBS increased among 39% (72 markets). CBS declined in 94 markets and was unchanged in 19. ABC was down in 49 markets and remained unchanged in 12. NBC was down in 31 and unchanged in 11.

Although starting with the same data, the networks present different numbers, usually with only slight differences. Questions such as whether or not to measure prime time programing run outside of that daypart (such as overruns) and how to measure stations with multiple affiliations are responsible for the differences.

In NBC's demographic analysis of Arbitron's 223 markets, NBC led in women 18-49 and men 18-49, as it did last year. In women 18-49, NBC was up 7% from its 1984 mark. A total of 124 NBC affiliates ranked first in the women 18-49 catagory, nine more than last year. CBS was up 1%, but had 12 fewer first-place finishes. ABC gained 6% from a year ago, and picked up an additional first-place finish to bring its total to 40.

For men 18-49, NBC was up 4% from a year ago, with 122 first-place finishes, four more than a year ago. CBS remained unchanged in its delivery of men 18-49, and finished with six fewer markets than a year ago. ABC was up 1% for the catagory with three more first-place finishes.

The following chart was developed by BROADCASTING from compilations of Arbitron market-by-market reports supplied by CBS. Household numbers are in thousands (000) per average quarter hour (8-11 p.m., Monday-Saturday; 7-11 p.m., Sunday). Boldface numbers indicate the market winner. A dash (—) indicates no primary affiliation in the market. An asterisk shows a new station in the market or an affiliation change between November 1984 and November 1985. A dagger (†) indicates a city included by Arbitron in another ADI. Not included are markets that Arbitron does not measure, including those in Hawaii, Alaska, and St. Thomas, Virgin Islands.

ADI (rank)	1985 households (000) ABC	CBS	NBC
Abilene-Sweetwater, Tex. (155)	17	21	**23**
Albany, Ga. (150)	5	—	**65**
Albany-Schenectady-Troy, N.Y. (51)	78	88	**94**
Albuquerque, N.M. (62)	**81**	49	**81**
Alexandria, La. (163) *	7	—	**46**
Alexandria, Minn. (172)	—	**35**	—
Alpena, Mich. (213)	—	**6**	—
Amarillo, Tex. (118)	**39**	25	29
Anniston, Ala. (193)	—	**14**	—
Ardmore-Ada, Okla. (173)	12	**18**	—
Atlanta (15)	177	208	**212**
Augusta, Ga. (105)	**53**	41	29
Austin, Tex. (79)	50	**59**	46
Bakersfield, Calif. (148)	24	26	**27**
Baltimore (21)	170	165	**189**
Bangor, Me. (153)	17	**25**	23
Baton Rouge (91)	**73**	59	42
Beaumont-Port Arthur, Tex. (122)	39	**42**	41
Bend, Ore. (208)	—	**6**	—
Billings-Harding, Mont. (165)	15	**18**	10
Biloxi-Gulfport-Pascagoula, Miss. (180)	**41**	—	—
Binghamton, N.Y. (134)	11	**45**	21
Birmingham, Ala. (47)	119	47	**134**
Bluefield-Beckley-Oak Hill, W.Va. (147)	28	—	**31**
Boise, Idaho (136)	27	22	**31**
Boston (6)	304	279	**338**

ADI (rank)	1985 households (000) ABC	CBS	NBC
Bowling Green, Ky. (196)	**21**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (86)	27	52	**77**
Buffalo, N.Y. (35)	96	**117**	114
Burlington, Vt. (98)	14	**48**	41
Butte, Mont. (189) *	—	**13**	9
Casper-Riverton, Wyo. (185) *	**16**	9	2
Cedar Rapids-Waterloo, Iowa (73)	55	48	**64**
Charleston, S.C. (106)	38	**44**	38
Charleston-Huntington, W.Va. (43)	75	91	**120**
Charlotte, N.C. (32)	101	**133**	50
Charlottesville, Va. (197)	—	—	**7**
Chattanooga (80)	57	52	**60**
Cheyenne, Wyo. (202) *	—	**20**	—
Chicago (3)	513	422	**527**
Chico-Redding, Calif. (140) *	**26**	**26**	6
Cincinnati (29)	118	**126**	124
Clarksburg-Weston, W.Va. (162)	—	**28**	23
Cleveland (11)	271	217	**282**
Colorado Springs-Pueblo (99)	**45**	37	40
Columbia, S.C. (87)	38	36	**87**
Columbia-Jefferson City, Mo. (137)	27	**29**	22
Columbus, Ga. (115)	**44**	42	23
Columbus, Ohio (33)	99	123	**137**
Columbus-Tupelo, Miss. (135)	13	25	**50**
Corpus Christi, Tex. (121)	**36**	26	28
Dallas-Fort Worth (8)	**265**	255	234
Davenport, Iowa-Rock Island-Moline, Ill. (74)	47	58	**67**
Dayton, Ohio (48)	69	**108**	78
Denver (19)	178	143	**179**
Des Moines (66)	56	**71**	64
Detroit (7)	295	271	**341**
Dothan, Ala. (160)	11	**41**	—
Duluth, Minn.-Superior, Wis. (120)	28	33	**34**
El Centro, Calif.-Yuma, Calif. (182) *	—	5	**11**
El Paso, Tex. (104)	36	29	**42**
Elmira, N.Y. (167)	14	—	**17**
Erie, Pa. (138)	26	22	**44**
Eugene, Ore. (133)	27	**31**	17
Eureka, Calif. (184)	9	**11**	—
Evansville, Ind. (88)	**58**	44	45
Fargo, N.D. (102)	36	33	**39**
Flagstaff, Ariz. (206)	—	—	**7**
Flint-Saginaw-Bay City, Mich. (54)	83	49	**100**
Florence, S.C. (145)	19	**54**	—
Fort Myers-Naples, Fla. (107)	22	**46**	36
Fort Smith, Ark. (149)	23	**32**	16
Fort Wayne, Ind. (93)	39	39	**40**
Fresno, Calif. (64) *	51	58	**62**
Gainesville, Fla. (170)	**20**	—	—
Glendive, Mont. (214)	—	**2**	—
Grand Junction, Colo. (177)	10	**16**	—
Grand Rapids-Kalamazoo, Mich. (41)	89	79	**97**
Great Falls, Mont. (178)	**14**	12	—
Green Bay, Wis. (68)	63	63	**71**
Greensboro-Winston Salem-High Point, N.C. (50)	81	**108**	92
Greenville-New Bern, N.C. (97)	32	49	**61**
Greenville-Asheville-Spartanburg, S.C. (37)	94	102	**124**
Greenwood-Greenville, Miss. (168)	**27**	12	—
Hagerstown, Md. (194)	—	—	**18**
Harrisburg-Lancaster-Lebanon-York, Pa. (44)	60	70	**121**
Harrisonburg, Va. (200)	**20**	—	—
Hartford-New Haven, Conn. (24)	120	**171**	90
Helena, Mont. (210)	—	—	**6**
Houston (10)	**271**	205	222
Huntsville-Decatur-Florence, Ala. (89)	48	**52**	48
Idaho Falls-Pocatello (159)	12	18	**20**
Indianapolis (23)	113	133	**150**
Jackson, Miss. (85)	37	59	**67**
Jackson, Tenn. (190)	**30**	—	—
Jacksonville, Fla. (61)	51	**82**	54
Johnstown-Altoona, Pa. (81)	0	54	**87**
Jonesboro, Ark. (178)	**32**	—	—

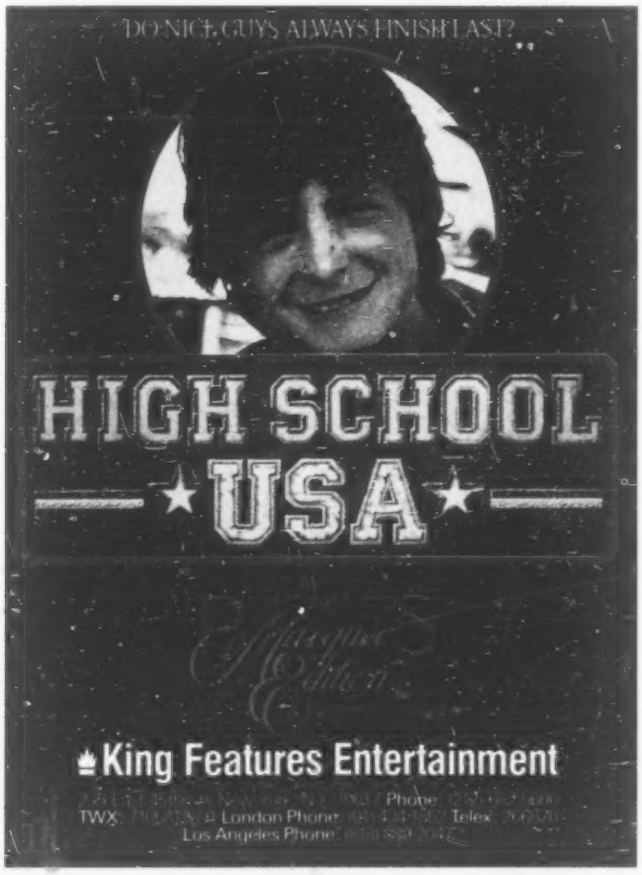
ADI (rank)	1985 households (000) ABC	CBS	NBC
Joplin, Mo.-Pittsburg, Kan. (119)	29	**35**	26
Kansas City, Mo. (30)	127	**131**	126
Knoxville, Tenn. (60)	79	**89**	48
La Crosse-Eau Claire, Wis. (127)	18	30	**44**
Lafayette, Ind. (191)	—	**13**	—
Lafayette, La. (111)	41	**65**	—
Lake Charles, La. (171)	—	—	**40**
Lansing, Mich. (100)	—	**60**	45
Laredo, Tex. (199) *	**4**	3	**4**
Las Vegas (96)	29	35	**46**
Laurel-Hattiesburg, Miss. (164)	—	—	**31**
Lexington, Ky. (77) *	44	**61**	52
Lima, Ohio (195)	—	—	**17**
Lincoln-Hastings-Kearney, Neb. (90)	27	**52**	16
Little Rock, Ark. (55)	**92**	66	74
Los Angeles (2)	569	502	**634**
Louisville, Ky. (49)	60	102	**115**
Lubbock, Tex. (141)	24	**27**	24
Macon, Ga. (132)	15	**39**	19
Madison, Wis. (109)	33	**49**	43
Mankato, Minn. (209)	—	**14**	—
Marquette, Mich. (186)	—	**22**	—
McAllen-Brownsville, Tex. (117)	**34**	31	21
Medford, Ore. (156)	12	20	**29**
Memphis (40)	82	108	**121**
Meridian, Miss. (174)	**25**	11	6
Miami (14)	154	176	**191**
Milwaukee (28)	99	119	**132**
Minneapolis-St. Paul (16)	153	**189**	171
Minot-Bismarck-Dickinson, N.D. (146) *	6	24	**36**
Missoula-Butte, Mont. (176)	—	14	**17**
Mobile, Ala.-Pensacola, Fla. (57)	70	**92**	76
Monroe, La.-El Dorado, Ark. (114)	16	**57**	29
Montgomery, Ala. (116)	20	19	**67**
Nashville (31)	92	129	**139**
New Orleans (34)	97	**133**	125
New York (1)	968	1,017	**1,165**
Norfolk-Portsmouth, Va. (46)	81	83	**99**
North Platte, Neb. (212)	—	—	**7**
Odessa-Midland, Tex. (144)	**28**	**28**	25
Oklahoma City (36)	80	**100**	98
Omaha (70)	**74**	69	**74**
Orlando-Daytona Beach, Fla. (27)	131	112	**145**
Ottumwa, Iowa-Kirksville, Mo. (204)	**22**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (75)	35	**75**	63
Palm Springs, Calif. (183)	**7**	—	**7**
Panama City, Fla. (175)	18	—	**24**
Parkersburg, W.Va. (198)	—	—	**10**
Peoria, Ill. (100)	**41**	36	**41**
Philadelphia (4)	**493**	411	461
Phoenix (22)	122	**144**	125
Pittsburgh (12)	**251**	243	213
Portland, Ore. (25)	102	118	**120**
Portland-Poland Spring, Me. (76)	54	42	**56**
Presque Isle, Me. (205)	—	**8**	—
Providence, R.I.-New Bedford, Mass. (42)	91	87	**125**
Quincy, Ill.-Hannibal, Mo. (152)	—	**31**	**31**
Raleigh-Durham, N.C. (38) *	97	**116**	50
Rapid City, S.D. (161)	**22**	—	15
Reno (125)	**26**	21	24
Richmond, Va. (63)	71	**84**	68
Roanoke-Lynchburg, Va. (72)	43	**73**	61
Rochester, N.Y. (71)	56	59	**66**
Rochester, Minn.-Mason City, Iowa (142)	28	20	**31**
Rockford, Ill. (112)	31	**33**	31
Roswell, N.M. (181)	—	**16**	—
Sacramento-Stockton, Calif. (20)	123	136	**166**
St. Joseph, Mo. (188)	**16**	—	—
St. Louis (18)	165	184	**192**
Salinas-Monterey-San Jose, Calif. (110)	**52**	23	39
Salisbury, Md. (166)	14	**24**	—
Salt Lake City (39)	99	93	**106**

ADI (rank)	1985 households (000) ABC	CBS	NBC	ADI (rank)	1985 households (000) ABC	CBS	NBC
San Angelo, Tex. (192)	—	**12**	—	Topeka, Kan. (143)	13	**27**	23
San Antonio,Tex. (45)	76	**94**	85	Traverse City-Cadillac, Mich. (139)	15	**42**	35
San Diego (26)	92	**119**	96	Tucson, Ariz. (82)	46	45	**50**
San Francisco (5)	297	312	**320**	Tulsa, Okla. (52)	**88**	**88**	70
Santa Barbara-Santa Maria, Calif. (113)	**28**	23	19	Tuscaloosa, Ala. (187)	—	**9**	—
Sarasota, Fla. (157)	**23**	—	—	Twin Falls, Idaho (202) *	—	**10**	—
Savannah, Ga. (108) *	22	**46**	35	Tyler, Tex. (154)	**54**	16	—
Seattle-Bellingham-Tacoma (13)	172	152	**193**	Utica, N.Y. (158)	15	—	**30**
Selma, Ala. (210)	—	**13**	—	Victoria, Tex. (207)	6	—	**8**
Shreveport, La.-Texarkana, Tex. (53)	82	**85**	69	Waco-Temple, Tex. (94) *	35	**51**	17
Sioux City, Iowa (129)	33	12	**35**	Washington (9)	242	239	**246**
Sioux Falls-Mitchell, S.D. (95)	39	**60**	25	Watertown-Carthage, N.Y. (169)	—	**20**	—
South Bend-Elkhart, Ind. (84)	43	58	**63**	Wausau-Rhinelander, Wis. (128)	28	**38**	15
Spokane, Wash. (78)	49	56	**60**	West Palm Beach-Ft. Pierce, Fla. (56)	50	28	**71**
Springfield, Mass. (103)	39	—	**47**	Wheeling, W.Va.-Steubenville, Ohio (124)	—	**49**	48
Springfield, Mo. (83)	24	56	**65**	Wichita-Hutchinson, Kan. (59)	65	**73**	67
Springfield-Decatur-Champaign, Ill. (69)	57	**63**	60	Wichita Falls, Tex.-Lawton, Okla. (126)	27	**28**	27
Syracuse, N.Y. (67)	56	73	**86**	Wilkes Barre-Scranton, Pa. (58)	**95**	58	93
Tallahassee, Fla. (130)	12	**48**	8	Wilmington, N.C. (151)	30	7	**59**
Tampa-St.Petersburg (17)	166	**196**	192	Yakima, Wash. (123)	20	**31**	29
Terre Haute, Ind. (131)	11	37	**42**	Youngstown, Ohio (92)	47	**57**	**57**
Toledo, Ohio (65)	60	84	**92**	Zanesville, Ohio (201)	—	—	**10**

Untimely end for Odyssey

National Christian Network's less-than-year-old music video network dies, but another emerges

December was an interesting month for music video networks. On Dec. 5, the Odyssey Network, a service of the National Christian Network in Cocoa, Fla., went dark when RCA Americom knocked it off Satcom IV for failure to make its November lease payment. And less than two weeks later, on Dec. 16, Wodlinger Broadcasting introduced Hit Video USA via Satcom IV, a service spawned by its low-power television station in Houston and aimed at the market Odyssey had unwillingly abandoned ("In Brief," Dec. 30, 1985). The two events may be related.



Odyssey made its debut Jan. 5, 1985, promising cable and broadcast affiliates music video via Satcom IV up to 24 hours a day. According to Tom Shaw, director of programing, the service had no lack of takers. At the time the service went off the air, he said, it counted 134 broadcast affiliates (106 full power and 28 low power) and a smattering of cable, SMATV and MDS systems. Collectively, the affiliates reached 55 million homes, although most on a part-time basis and many during the early-morning hours when relatively few people are watching.

But Odyssey failed to reach its first anniversary because it was unable to convert homes reached into advertising dollars. Shaw said Odyssey barely tried, having never hired a full-time ad salesman. NCN President Ray Kassis acknowledged that Odyssey did not make "as much of an effort as we could have." But, he said, what efforts the network did make were met with "hard resistance" from advertisers put off by the network's part cable, part broadcast status.

Apparently sensing he would not be able to sell enough advertising to pay the bills, Kassis put the network on the market within two months of its debut. And by October, he said, he had an agreement to sell Odyssey, and its rights to Satcom IV, transponder 23, for the assumption of liabilities amounting to $916,000.

According to Kassis, the buyer was Wodlinger Broadcasting, which owns a few radio stations and KO5HU Houston, a five-month-old LPTV station on channel 5 with a full-time music video format. As part of their deal, Kassis said, Wodlinger sent RCA Americom a check for almost $67,000 covering the November lease payment for transponder 23.

The next thing Kassis knew, Wodlinger

Networks bring out repeats as winter doldrums set in

The 14th week of the 1985-86 prime time season saw viewership experience its sharpest decrease this season. NBC's 10th win during the week of Dec. 23-29 came with only a 15.1 average rating and a 26 average share, the season's lowest ranked victory so far. CBS had a 14.6/25 and ABC a 13/23.

The new low follows a drop in viewership that began during Thanksgiving week. For the week, HUT's were at 57.7, down 2% from 58.9 for the comparable week last year.

In addition to the fall in viewers, the networks experienced reduced coverage during the week, as holiday specials aired in local markets. In turn, the networks resorted to the airing of repeat episodes of programs. Thirty-four of the week's 67 programs were repeats. Five of those were in the week's top 10, all from NBC. All five of the shows were from the network's Thursday and Saturday comedy blocks.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	31.8/60
2.	Family Ties	NBC	28.6/44
3.	60 Minutes	CBS	26.5/41
4.	Murder, She Wrote	CBS	24.0/37
5.	Cheers	NBC	21.1/32
6.	Golden Girls	NBC	20.4/34
7.	Crazy Like a Fox	CBS	19.9/30
8.	Football, Raiders-Rams	ABC	19.8/32
9.	Knots Landing	CBS	19.7/34
10.	Miami Vice	NBC	19.2/32
11.	Kate & Allie	CBS	18.8/29
12.	Facts of Life	NBC	18.1/31
13.	Newhart	CBS	18.1/28
14.	Simon & Simon	CBS	17.8/28
15.	Dynasty	ABC	17.7/31
16.	Between Darkness and Dawn	NBC	17.7/28
17.	Hotel	ABC	17.1/33
18.	227	NBC	17.1/29
19.	Night Court	NBC	17.1/27
20.	Trapper John, M.D.	CBS	16.8/28
21.	Dynasty II: The Colbys	ABC	15.9/25
22.	Highway to Heaven	NBC	15.8/30
23.	20/20	ABC	15.8/27
24.	Cagney & Lacey	CBS	15.7/25
25.	Fast Copy	NBC	15.3/28
26.	Gimme a Break	NBC	15.2/26
27.	Superman II	ABC	15.1/24
28.	Hunter	NBC	15.0/27
29.	Scarecrow & Mrs. King	CBS	14.8/24
30.	Behind Enemy Lines	NBC	14.5/23
31.	Webster	ABC	14.4/25
32.	Magnum P.I.	CBS	14.1/22
33.	Rocky II	CBS	13.7/24
34.	Garfield Special	CBS	13.5/23
35.	Mr. Belvedere	ABC	13.3/23
36.	Hill Street Blues	NBC	13.2/23
37.	Hardcastle & McCormick	ABC	13.2/22
38.	TV Bloopers & Prac. Jokes	NBC	13.0/21
39.	Who's the Boss	ABC	12.9/29
40.	Amazing Stories	NBC	12.9/20
41.	Growing Pains	ABC	12.3/27
42.	Diffrent Strokes	ABC	12.3/21
43.	Misfits of Science	NBC	12.2/21
44.	Equalizer	CBS	12.1/23
45.	Mary	CBS	11.9/23
46.	Moonlighting	ABC	11.7/25
47.	Alfred Hitchcock Presents	NBC	11.6/17
48.	Hell Town	NBC	11.5/20
49.	Foley Square	CBS	11.4/21
50.	A Team	NBC	11.3/25
51.	Riptide	NBC	11.3/25
52.	Kennedy Center Honors	CBS	11.3/20
53.	Benson	ABC	11.3/19
54.	Spencer: For Hire	ABC	11.1/24
55.	Charlie & Co.	CBS	11.1/20
56.	Punky Brewster	NBC	10.9/18
57.	Remington Steele	NBC	10.8/24
58.	St. Elsewhere	NBC	10.8/21
59.	Twilight Zone	CBS	10.6/18
60.	The Insiders	ABC	9.9/19
61.	Our Family Honor	ABC	9.8/18
62.	George Burns Comedy	CBS	9.8/17
63.	Growing Old in America	ABC	9.6/17
64.	The Black Stallion	CBS	8.5/21
65.	Shadow Chasers	ABC	6.7/10
66.	Stir Crazy	CBS	6.3/14
67.	Making of Supergirl	ABC	6.1/10

*indicates premiere episode

magazine. But, after a few conversations with Kassis, concluded that Kassis "didn't have anything to sell." To say Odyssey reached 55 million homes even on a part-time or off-hour basis is a "gross exaggeration," she said. Kassis "represented" to several people that he had a deal with Wodlinger to keep creditors at bay, he said.

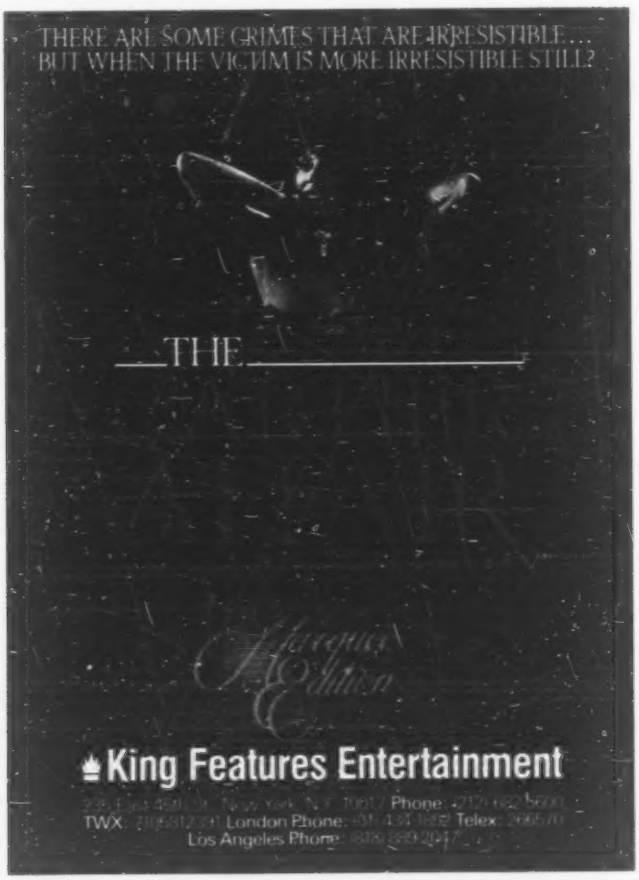
Wodlinger did send RCA a check for $67,000, she said, but not as part of any deal with Kassis, but as an upfront payment on the next available transponder on Satcom IV. It needed the transponder so that it could begin satellite distribution of Hit Video.

The list of Odyssey affiliates that Wodlinger received is of little value to Hit Video, Wodlinger said. Hit Video's principal market is not broadcasting, which contributed the bulk of Odyssey's audience, she said, but cable. Hit Video will sign an affiliation agreement with a television station only after failing to sign up the cable systems in its market, she said.

The operators of Odyssey and Hit Video agree on one point: MTV Networks, the purveyor of MTV and VH-1, has made life difficult for all challengers to its preeminence in the business. According to Shaw, Oydssey had little success landing cable affiliates during its 11-month life even though it charged no affiliation fee because many MSO's had signed contracts for MTV that prohibited them from carrying a second rock music video service other than VH-1.

Hit Video feels its service is being handicapped by MTV Networks contracts with some of the record companies that grant MTV Networks exclusive use of new videos for up to six months—a substantial window in the here-today, gone-tomorrow world of popular music. Charging, in part, that such contracts are a violation of federal antitrust statutes, Wodlinger said, Hit Video sued MTV Network in October for more than $200 million.

MTV Networks spokesman Barry Kluger acknowleged that the company does have exclusivity agreements with some record companies, but added that they represent nothing out of the ordinary in the entertainment industry. "We maintain that they are valid and acceptable," he said. He would not comment on MTV Networks' contracts with MSO's. □


THERE ARE SOME GRIMES THAT ARE IRRESISTIBLE...
BUT WHEN THE VICTIM IS MORE IRRESISTIBLE STILL?
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Independents' economic indicators on rise

Frazier, Gross & Kadlec study shows stations posting revenue increases, predicts country's growth areas; bad news is steady rise in program prices

Although all of the news for the independent television industry these days is not great, it still has plenty to crow about.

According to a study by Frazier, Gross & Kadlec Inc., commissioned by the Association of Independent Television Stations (BROADCASTING, Dec. 23, 1985), the industry has been experiencing remarkable growth, in the numbers of independents (from 120 in 1980 to 283 in 1985), in revenues and in audience share.

■ According to the study (see chart at right), TV ad revenues have increased over the past 25 years at slightly less than 11% a year. From 1960 to 1975, those revenues increased about 8% a year; from 1975 through 1985, they grew at an average estimated rate of about 15% a year, with total TV advertising now exceeding $18 billion. Also since 1965, local revenues have been growing faster than those in either the network or national sectors.

■ Revenue growth—based on FCC fig-

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Historic and projected gross TV revenues

Year	Network (millions)	Avg. ann. % growth	National/ regional (millions)	Avg. ann. % growth	Local (millions)	Avg. ann. % growth
1960	$747	—	$469	—	$241	—
1965	1,142	8.9	796	11.2	328	6.4
1970	1,551	6.3	1,103	6.7	589	12.4
1975	2,157	6.8	1,449	5.6	1,116	13.6
1980	4,808	17.4	2,929	15.1	2,542	17.9
1985*	8,102	11.0	5,330	12.7	4,960	14.3
1990*	12,807	9.6	9,303	11.8	9,490	13.9

*estimate

Advertising revenue distribution by source

Year	Total Advertising revenues (millions)	Network % of total	National/ Regional % of total	Local % of total
1960	$1,457	51	32	17
1965	2,266	50	35	15
1970	3,243	48	34	18
1975	4,722	46	31	23
1980	10,279	47	28	25
1985 est.	18,392	44	29	27
1990 est.	31,600	41	29	30

Independent TV gross national spot and local time sales 1975-1990

	All Station's Gross National and Local Sales		Indie's Gross of national and local sales		
Year	Sales (millions)	% increase	Sales (millions)	% increase	% of total
1975	$2,564	9	$401	17	16
1976	3,354	31	585	46	17
1977	3,598	7	627	7	17
1978	4,375	22	780	24	18
1979	4,871	11	885	13	18
1980	5,471	12	1,087	23	20
1981*	6,275	15	1,351	24	22
1982*	7,197	15	1,648	22	23
1983*	8,061	12	1,928	17	24
1984*	9,351	16	2,236	16	24
1985*	10,290	10	2,527	13	25
1986**	11,575	12	2,957	17	26
1987**	13,010	12	3,400	15	26
1988**	15,014	15	4,012	18	27
1989**	16,725	11	4,614	15	28
1990**	18,793	12	5,398	17	29

* INTV/TVB estimates
** Frazier, Gross & Kadlec estimates

ures from 1960-1980 and projected by Frazier, Gross & Kadlec for the years thereafter—nearly tripled between 1970 and 1980. And according to the study (see charts page 174), revenues were estimated to have doubled between 1980 and 1985 and were predicted to double again by 1990. All TV stations in the top 20 ADI's (Arbitron areas of dominant influence) contribute, according to the study, about half of the total industry revenues, while the top 60 markets contribute about 75%. In 1970, only New York and Los Angeles recorded revenues above $100 million for the year. In 1975, Chicago did the same, and in 1980, six additional markets did that. In 1985, the study estimated that a total of 21 TV markets accrued more than $100 million in net revenues, and in 1990, according to the study, 36 markets should be generating that much.

Also according to the study, Los Angeles will remain as the leading TV revenue market in 1990 (see chart, page 178), with net nonnetwork market revenues projected to be $1.25 billion at that time. Revenues in the New York market are projected to be $1.19 billion then. And the study projected that Chicago, San Francisco and Dallas will rank third, fourth and fifth, with net nonnetwork expenditures ranging from $550 million to $600 million.

■ Using revenue growth as the measure, the fastest growing TV market, according to the study (see chart below) was Austin, Tex., where revenues grew 16.8% from 1984 to 1985. The Orlando-Daytona-Melbourne, Fla., market, was a close second, with revenue growth of 15.8% over that same period.

Topping the list of the markets the study projects will experience the most revenue growth from 1985 through 1990 is Odessa-Midland, Tex. (see charts below), which is projected to increase revenues annually by 17% through those years. The study further noted that "industry wisdom" holds that a market must generate revenues of about $30 million to support an independent station profitably. "If this theory is sound, in the next few years Baton Rouge, Lexington, Ky., and Portland-Poland Spring, Me., would be markets in which to start up the first independent station," the study said. "Other markets that currently do not have an independent operation but are forecast to be prime targets for an independent by 1990 are: Burlington, Vt.-Plattsburgh, N.Y.; Augusta, Ga.; Beaumont-Port Arthur, Tex.; Bristol, Va.-Kingsport-Johnson City, Tenn., and Santa Barbara-Santa Maria-San Luis Obispo, Calif."

■ Also according to the study, independent television national spot and local ad revenues reached an estimated $2.5 billion in 1985, up 13% from the year before. And independent TV stations, according to the study, have increased their share of total TV national and local revenues from about 16% in 1975 to about 25% in 1985. The study also projected that independent television stations will command 29% of total TV station revenues by 1990 (see chart page 174).

On the down side, the study noted that program costs have been skyrocketing. They have, according to the study, doubled since 1980 and now account for more than half of an independent station's expenses. The study also warned that the growth of TV advertising revenues is likely to lessen in response to a continued inflation rate of 5% or less, and noted that if the must-carry rules are not restored, local TV stations may be excluded from cable systems or forced to pay for carriage. The environment for launching new independent operations may be particularly iffy, according to the study. "Since some start-up operations are thinly capitalized, the loss of the 'must-carry' rule, a lower than anticipated rate of increase in advertising expenditures, and/or a continued escalating cost of programing will erode start-up cash flow," the study said. □

Twelve fastest growing markets using market revenues 1984-85

ADI rank	*Market*	*1984-85 % growth*
79	Austin, Tex.	16.8
27	Orlando-Daytona-Melbourne, Fla.	15.8
17	Tampa-St. Petersburg, Fla.	15.5
113	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	15.4
107	Fort Myers-Naples, Fla.	15.3
8	Dallas	14.8
10	Houston	14.8
13	Seattle-Tacoma	14.8
38	Raleigh-Durham, N.C.	14.5
125	Reno	14.5
64	Fresno, Calif.	14.0
61	Jacksonville, Fla.	14.0

Projected fastest growing markets using market revenues 1985-90

ADI rank	*Market*	*1985-90 % growth*
144	Odessa-Midland, Tex.	17.0
27	Orlando-Daytona-Melbourne, Fla.	16.8
79	Austin, Tex.	16.2
107	Fort Myers-Naples, Fla.	15.7
26	San Diego	15.7
8	Dallas-Fort Worth	15.5
14	Miami	15.5
10	Houston	15.4
45	San Antonio, Tex.	15.3
22	Phoenix	15.0
24	Hartford-New Haven, Conn.	15.0
38	Raleigh-Durham, N.C.	15.0

Radio profitability: an inexact science

Calculating radio's bottom line has so many variables, and so many definitions of word 'profit' that sometimes it is difficult to determine overall financial picture

The prognosis for radio is in need of a third opinion. To start with, a Dec. 23, 1985, *Business Week* article reported, "Fully half of the 8,500 commercial radio stations in the U.S. lose money each year." Then, only a week later, a nationally syndicated article from the *Los Angeles Times* reported: "...big business has finally recognized radio as the high-profit, low-overhead industry that it's always been."

The problem may be confusion, rather than disagreement, according to industry experts, who say there are so many definitions of the word "profit" that those using the term can reach diametrically opposed conclusions, as the two statements above illustrate.

Profit indeed has many names: pre-tax profit, operating profit, cash flow and net income. There is the profit recorded in the books kept for tax purposes and the profit written in the annual report. None have necessarily the same definition and all are equally valid.

The FCC used to collect financial data from radio stations but stopped doing so in 1980. Within the past month, however, the National Association of Broadcasters released a voluntary survey, which had a 20% response rate among the country's 8,639 commercial radio stations.

The NAB survey showed pre-tax profit

Net Nonnetwork Revenues (in thousands)

Market	1980	1985*	1990*	Avg. annual growth 80-85	Avg. annual growth 85-90*
Abilene-Sweetwater, Tex.(155)	$4,118	$7,296	$12,858	12.1%	12.0%
Albany, Ga.(150)	n/a	8,066	13,616	n/a	11.0
Albany-Schenectady, N.Y.(51)	21,396	36,798	62,990	11.5	11.3
Albuquerque, N.M.(62)	16,201	33,097	63,725	15.4	14.0
Amarillo, Tex.(118)	6,106	11,042	20,067	12.6	12.7
Atlanta(15)	92,374	146,786	270,444	9.7	13.0
Augusta, Ga.(105)	6,880	13,542	25,172	14.5	13.2
Austin, Tex.(79)	13,019	33,733	71,464	21.0	16.2
Bakersfield, Calif.(148)	6,055	11,152	20,052	13.0	12.4
Baltimore(21)	54,237	94,554	163,316	11.8	11.6
Bangor, Me.(153)	3,997	7,049	12,400	12.0	12.0
Baton Rouge(91)	13,051	26,804	53,445	15.5	14.8
Beaumont-Pt. Arthur, Tex.(122)	9,144	15,503	26,598	11.1	11.4
Billings-Hardin, Mont.(165)	n/a	4,961	7,357	n/a	8.2
Binghamton, N.Y.(134)	5,275	9,379	16,588	12.2	12.1
Birmingham, Ala.(47)	22,704	38,805	66,307	11.3	11.3
Boise(136)	7,130	13,891	24,965	14.3	12.4
Boston(6)	126,952	251,372	483,995	14.6	14.0
Bristol, Va.-Kingsport-Johnson City, Tenn.(86)	7,708	13,741	23,681	12.3	11.5
Buffalo, N.Y.(35)	34,597	49,568	75,569	7.5	8.8
Burlington, Vt.-Pitsbrg, N.Y.(98)	7,940*	17,283	33,438	16.8	14.1
Cedar Rapids-Waterloo, Dubuque, Iowa(73)	11,737	18,105	27,857	9.1	9.0
Charleston, S.C.(106)	9,092	17,956	32,646	14.6	12.7
Charleston-Hntngtn, W.Va.(43)	15,211	25,345	42,363	10.8	10.8
Charlotte, N.C.(32)	30,914	58,116	104,727	13.5	12.5
Chattanooga(80)	10,092	18,290	31,662	12.6	11.6
Chicago(3)	198,104	337,372	594,565	11.2	12.0
Cincinnati(29)	44,704	78,902	138,680	12.0	11.9
Cleveland(11)	72,492	114,871	180,175	9.6	9.4
Colorado Springs-Pueblo(99)	10,531	20,049	37,432	13.7	13.3
Columbia, S.C.(87)	10,849	20,342	37,678	13.4	13.1
Columbia-Jeff. City, Mo.(137)	4,631	7,543	12,653	10.2	10.9
Columbus, Ga.(115)	4,895	11,146	18,613	17.9	10.8
Columbus, Ohio(33)	34,405	57,754	97,319	10.9	11.0
Corpus Christi, Tex.(121)	8,417	14,701	25,931	11.8	12.0
Dallas-Fort Worth(8)	114,608	208,342	551,567	18.5	15.5
Davenport, Iowa-Rock Island-Moline, Ill.(74)	12,110	19,799	32,618	10.3	10.5
Dayton, Ohio(48)	23,952	38,072	61,260	9.7	10.0
Denver(19)	72,633	142,017	275,849	14.4	14.2
Des Moines, Iowa(66)	14,415	21,931	33,744	8.8	9.0
Detroit(7)	104,277	156,621	241,091	8.5	9.0
Duluth, Minn.-Supr., Wis.(120)	6,116	8,448	12,703	6.7	8.5
El Paso(104)	9,703	17,639	32,889	12.7	13.3
Erie, Pa.(138)	5,314	8,793	14,486	10.6	10.5
Eugene, Ore.(133)	n/a	13,936	22,444	n/a	10.0
Evansville, Ind.(88)	9,781	15,752	24,797	10.0	9.5
Fargo, N.D.(102)	7,732	13,020	21,450	11.0	10.5
Flint-Saginaw, Mich.(54)	16,393	27,794	46,561	11.1	10.9
Fort Myers-Naples, Fla.(107)	8,242	17,721	36,741	16.5	15.7
Fort Smith, Ark.(149)	4,496	8,388	15,318	13.3	12.8
Fort Wayne, Ind.(93)	11,300	16,363	24,684	7.7	8.6
Fresno (Visalia), Calif.(64)	20,607	36,662	65,190	12.2	12.2
Grand Rapids-Kalamazoo-Battle Creek, Mich.(41)	22,407	38,382	64,676	11.4	11.0
Green Bay, Wis.(68)	14,248	23,036	37,694	10.1	10.4
Greensboro-High Point-Winston Salem, N.C.(50)	17,780	35,228	66,941	14.7	13.7
Greenville-New Bern-Washington, N.C.(97)	9,186	14,451	23,168	9.5	9.9
Greenville-Spartanburg,S.C.-Asheville, N.C.(37)	22,914	40,856	73,984	12.3	12.6
Harrisburg-Lancaster-Lebanon-York, Pa.(44)	20,215	29,745	47,687	8.0	9.9
Hartford, Conn.(24)	35,906	81,982	164,895	18.0	15.0
Houston(10)	105,032	241,621	494,497	18.1	15.4
Huntsville-Decaturt, Florence,Ala.(89)	7,453	13,602	24,408	12.8	12.4
Idaho Falls-Pocatello(159)	3,231	4,674	6,868	7.7	8.0
Indianapolis(23)	52,855	91,401	159,219	11.6	11.7
Jackson, Miss.(85)	9,556	17,231	30,639	12.5	12.2
Jacksonville, Fla.(61)	21,971	43,981	84,682	14.9	14.0
Johnstown-Altoona, Pa.(81)	7,223	11,277	17,383	9.3	9.0
Joplin, Mo.-Ptsbrg, Kan.(119)	4,800	7,992	12,755	10.7	9.8
Kansas City(30)	44,564	77,835	134,861	11.8	11.6
Knoxville(60)	14,217	26,193	47,939	13.0	12.8
La Crosse-Eau Clr, Wis.(127)	n/a	11,043	20,346	n/a	13.0
Lafayette, La.(111)	9,450	16,437	30,824	11.7	13.4
Las Vegas(96)	12,187	32,335	64,474	21.5	14.8
Lexington, Ky.(77)	11,063	20,137	36,288	12.7	12.5

Net Nonnetwork Revenues (in thousands)

Market	1980	1985*	1990*	Avg. annual growth 80-85	Avg. annual growth 85-90*
Lincoln-Hastings-Kearney, Neb.(90)	$8,658	$15,528	$27,488	12.4%	12.1%
Little Rock-Pine Bluff, Ark.(55)	19,441	33,457	58,386	11.5	11.8
Los Angeles(2)	320,899	681,409	1,254,286	16.3	13.0
Louisville, Ky.(49)	26,536	38,795	57,532	7.9	8.2
Lubbock, Tex.(141)	7,569	14,719	27,700	14.2	13.5
Macon, Ga.(132)	n/a	10,082	18,168	n/a	12.5
Madison, Wis.(109)	10,909	17,396	28,452	9.8	10.3
McAllen-Brownsville, Tex.(117)	n/a	13,524	25,028	n/a	13.1
Medford-Klmth Flls, Ore.(156)	n/a	6,246	10,525	n/a	11.0
Memphis(40)	25,887	47,564	83,824	12.9	12.0
Miami(14)	83,797	173,564	357,373	15.7	15.5
Milwaukee(28)	42,549	71,298	121,173	10.9	11.2
Minneapolis-St. Paul(16)	68,935	133,568	254,925	14.1	13.8
Mobile, Ala.-Pnscl, Fla.(57)	14,811	26,996	50,180	12.8	13.2
Monroe, La.-El Drd, Ark.(114)	6,183	9,083	14,299	8.0	9.5
Montgomery, Ala.(116)	8,492	13,154	20,708	9.1	9.5
Nashville(31)	26,151	52,976	100,666	15.2	13.7
New Orleans(34)	39,277	73,661	129,237	13.4	11.9
New York(1)	343,292	652,172	1,190,989	13.7	12.8
Norfolk-Prtsmth-Newport News-Hampton Rds, Va.(46)	22,969	45,381	86,234	14.6	13.7
Odessa-Midland, Tex.(144)	5,109	12,189	26,724	19.0	17.0
Oklahoma City(36)	35,399	64,058	112,389	12.6	11.9
Omaha(70)	18,643	30,656	50,825	10.5	10.6
Orlando-Dytn Beach, Fla.(27)	32,329	71,071	154,294	17.1	16.8
Padch, Ky.-Cape Girardaeu, Mo.-Harrisonburg, Ill.(75)	8,863	16,394	28,380	13.1	11.6
Peoria, Ill.(100)	10,019	15,173	23,026	8.7	8.7
Philadelphia(4)	133,087	237,459	414,761	12.3	11.8
Phoenix(22)	56,316	109,613	220,471	14.2	15.0
Pittsburgh(12)	67,643	103,377	158,694	8.9	9.0
Portland, Me.(76)	9,582	19,002	35,949	14.7	13.6
Portland, Ore.(25)	45,134	86,202	150,565	13.8	11.8
Providence, R.I.-New Bedford, Mass.(42)	22,131	37,279	62,817	11.0	11.0
Raleigh-Durham, N.C.(38)	20,208	45,206	90,925	17.5	15.0
Reno(125)	7,856	12,893	21,823	10.4	11.1
Richmond, Va.(63)	15,848	32,914	61,180	15.7	13.2
Roanoke-Lynchburg, Va.(72)	11,256	19,382	32,955	11.5	11.2
Rochester-Austin, Minn.-Mason City, Iowa(142)	5,476	8,648	13,429	9.6	9.2
Rochester, N.Y.(71)	19,469	31,431	49,480	10.1	9.5
Rockford, Ill.(112)	9,023	13,168	20,002	7.9	8.7
Sacramento, Calif.(20)	47,989	100,769	198,314	16.0	14.5
St. Louis(18)	63,119	103,811	171,023	10.5	10.5
Salinas-Monterey(110)	15,349	22,582	36,369	8.0	10.0
Salt Lake City(39)	32,870	58,353	112,354	12.2	14.0
San Antonio, Tex.(45)	27,027	63,860	130,129	18.8	15.3
San Diego(26)	44,722	97,102	201,324	16.8	15.7
San Francisco(5)	148,857	292,896	569,409	14.5	14.2
Snta Brbra-Snta Ma"a-San Luis Obispo, Calif.(113)	5,561	11,658	22,446	16.0	14.0
Savannah, Ga.(108)	6,590	12,340	21,747	13.4	12.0
Seattle-Tacoma(13)	68,659	149,285	297,664	16.8	14.8
Shreveport, La.-Texarkana(53)	11,699	21,441	37,955	12.9	12.1
Sioux City(129)	6,409	8,522	12,121	5.9	7.3
Sioux Falls-Mitchell, S.D.(95)	5,939	12,357	23,275	15.8	13.5
South Bend-Elkhart, Ind.(84)	9,703	16,879	29,482	11.7	11.8
Spokane(78)	13,702	22,189	35,898	10.1	10.1
Springfield, Mo.(83)	8,850	15,281	25,403	11.5	10.7
Springfield-Decatur, Ill.(69)	14,741	19,406	28,580	5.7	8.0
Syracuse, N.Y.(67)	15,804	24,647	39,227	9.3	9.7
Tallahassee, Fla.-Thomasville, Ga.(130)	n/a	10,680	19,504	n/a	12.8
Tampa-St. Petersburg(17)	59,217	112,176	220,764	13.6	14.5
Terre Haute, Ind.(131)	5,945	9,111	13,890	8.9	8.8
Toledo, Ohio(65)	n/a	29,040	48,276	n/a	10.7
Topeka, Kan.(143)	n/a	7,947	12,784	n/a	9.9
Traverse City, Mich.(139)	4,480	7,180	11,252	9.9	9.4
Tucson, Ariz.(82)	14,461	25,937	47,597	12.4	12.9
Tulsa(52)	22,679	43,853	81,154	14.1	13.1
Washington(9)	97,034	190,620	362,219	14.5	13.7
Wausau-Rhnlndr, Wis.(128)	4,211	6,150	10,132	7.9	10.5
Wichita-Hutchinson, Kan.(59)	15,907	29,911	53,901	13.5	12.5
Wichita Falls, Tex.-Lawton, Okla.(126)	6,624	10,289	16,301	9.2	9.6
Wilkes Barre-Scrntn, Pa.(58)	11,806	19,962	33,622	11.1	11.0
Yakima, Wash.(123)	3,865	9,639	15,601	20.1	10.1
Youngstown, Ohio(92)	8,759	12,029	17,675	6.6	8.0

*Estimate

(AM) Virginia Beach, Va. Filed Dec. 18.

■ WFON(FM) Fond du Lac, Wis. (107.1 mhz; 3 kw; HAAT: 312 ft.)—Seeks assignment of license from Costas Enterprises Inc. to WFON Inc. for $2,475,000, comprising $110,000 cash, $110,000 no interest note payable six months after closing and remainder notes. Seller is owned by Miller and Gresham Roskamp and Donald Rabbitt. It has no other broadcast interests. Buyer is principally owned by Donald Jones, who owns Wisconsin Cablevision, Fond du Lac-based cable MSO. It also owns WLIP(AM)-WJZQ(FM) Kenosha, Wis., and KFIZ(AM) Fond du Lac, Wis. Filed Dec. 18

New Stations

AM's

■ Pooler, Ga.—Mark Howard Gunn seeks 1180 khz; 5 kw-D; 500 w-N. Address: 11533 Vista Haven Dr., Pineville, N.C. 28134. Principal has no other broadcast interests. Filed Dec. 23.

■ Jonesville, Ky.—Peter J. Rinaldi seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 5 Emerald Dr., Natchez, Miss. 39120. Principal owns KAIN(AM) Vidalia, La. Filed Dec. 12.

■ Avon, N.Y.—Radio Livingston, Ltd. seeks 1030 khz; 1.7 kw-D. Address: South Lima Rd., Livonia, N.Y. 14487. Principal is owned by Thomas G. Presutti. It has no other broadcast interests. Filed Dec. 23.

■ Carolina Beach, N.C.—Gulfstream Radio seeks 1180 khz; 2.5 kw-D. Address: 310 Aademy St., Salem, Va. 24153. Principal is owned by David H. Moran, who owns WKBA(AM) Vinton, Va., and is app. for two new AM's. Filed Dec. 23.

■ Linden, N.C.—Michael B. Glinter seeks 1180 khz; 2.5 kw-D. Address: 1711 Appletree Lane, Fort Mill, S.C. 29715. Principal owns WQCC(AM) Charlotte, N.C., and WIDD(AM) Elizabethtown, Tenn. He is also app. for three new AM's. Filed Dec. 23.

■ Orangeburg, N.C.—Michael B. Glinter seeks 1180 khz; 1 kw-D. Address: 1711 Appletree Lane, Fort Mill, S.C. 29715. Principal owns WQCC(AM) Charlotte, N.C., and WIDD(AM) Elizabethtown, Tenn. He is also app. for three new AM's. Filed Dec. 23.

■ Quinby, N.C.—Michael B. Glinter seeks 1170 khz; 1 kw-D. Address: 1711 Appletree Lane, Fort Mill, S.C. 29715. Principal owns WQCC(AM) Charlotte, N.C., and WIDD(AM) Elizabethtown, Tenn. He is also app. for three new AM's. Filed Dec. 23.

■ Atlantic Beach, S.C.—Michael B. Glinter seeks 1190 khz; 690 w-D. Address: 1711 Appletree Lane, Fort Mill, S.C. 29715. Principal owns WQCC(AM) Charlotte, N.C., and WIDD(AM) Elizabethtown, Tenn. He is also app. for three new AM's. Filed Dec. 23.

■ Timmonsville, S.C.—Timmonsville seeks 1180 khz; 5 kw-D. Address: 310 Aademy St., Salem, Va. 24153. Principal is owned by David H. Moran, who owns WKBA(AM) Vinton, Va., and is app. for two new AM's. Filed Dec. 23.

FM's

■ White Rock, N.C.—FM White Rock Limited Partnership seeks 101.1 mhz; 3 kw; HAAT: minus 159 ft. Address: 66 Hacienda, Santa Fe, N.M. 87544. Principal is owned by Ann Brinkman (20% general partner) and corporation principally owned by George Lindemann (80% limited partner). It is also app. for 10 new FM's. Filed Dec. 16.

■ White Rock, N.C.—Torjaq Radio Inc. seeks 101.1 mhz; 3 kw; HAAT: 101 ft. Address: 2892 Calle de Pinoa Altos, Santa Fe, N.M. 87505. Principal is owned by Dawn Shapland, A.G. Newmyer and Lawrence Brandt. Newmyer has interest in LPTV's in Farmington, N.M., and Anchorage, Alaska, and is app. for 90 LPTV's. Filed Dec. 13.

■ White Rock, N.C.—White Rock Broadcasting Foundation seeks 101.1 mhz; 3 kw; HAAT: 325.1 ft. Address: 1055 Nugget, Los Alamos, N.M. 87544. Principal is equally owned by Patrick Chavez, Dolores Sanchez, Bernice Sanchez and Rick Blea. It has no other broadcast interests. Filed Dec. 16.

■ Grove City, Ohio—Carl T. Brown seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 122 Forest Acre Dr., Greenville, N.C. 27834. Principal is also app. for new FM in Hardeeville, S.C. Filed Dec. 13.

■ Grove City, Ohio—Ohio Broadcast Services seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 388 South James Rd., Columbus, Ohio 43213. Principal is owned by John M. McKinley, who owns WWMZ(FM) Fredericktown, Ohio, is app. for new FM in Millersburg, Ohio, and is consulting engineer at various stations in Ohio. Filed Dec. 26.

■ Grove City, Ohio—Don H. Barden seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 1249 Washington Blvd., Detroit 48226. Principal owns cable systems serving Detroit and three other Michigan communities. He is also app. for three

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Summary of broadcasting
as of September 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,805	170	4,975
Commercial FM	3,846	418	4,264
Educational FM	1,220	173	1,393
Total Radio	9,871	761	10,632
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	381	222	603
Educational VHF TV	113	3	116
Educational UHF TV	185	25	210
Total TV	1,220	273	1,493
VHF LPTV	230	74	304
UHF LPTV	134	136	270
Total LPTV	364	210	574
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.